

**ABSTRACT**

An illuminated sign or nametag achieving the even glow and brightness of neon light displays without neon light tubes. Each character or symbol of the sign or nametag contains a plurality of light emitting members. Each such indicia comprises a light diffusion layer illuminated by light emitting members disposed on, near or in the light diffusion layer. A permanent or temporary masking layer partially covers the light diffusion layer to form a glowing border around the masking layer. Reflective layers covering either or both faces of the light diffusion layer may be used to intensify the light emitted therefrom. By the particular arrangement of the reflective surfaces relative to the light diffusion layer, electromagnetic radiation in the form of visible light from the light emitting members is controlled to provide an aura that enhances formed outlines or contours of light around the indicia making up the sign.